

Assessing Oregon's Tobacco Retail Environment

Supporting Local Public Health Prevention Initiatives

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Tobacco Reduction Advisory Committee

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Overview

Defining the Problem

Why assess the tobacco and alcohol retail environments?

Assessing the Retail Environment

What did we do? What did we find?

Sharing Results and Building Community Support

How are we and local grantees disseminating findings? How do the findings support grantee workplans?

Why assess the tobacco retail environment?

DEFINING THE PROBLEM

Tobacco Industry Spending

\$8.6 billion

National advertising and promotional expenditures for cigarettes and smokeless tobacco in 2017

\$7.3 billion

National advertising and promotional expenditures for cigarettes in 2017 **at point of sale**



What did we do? What did we find?

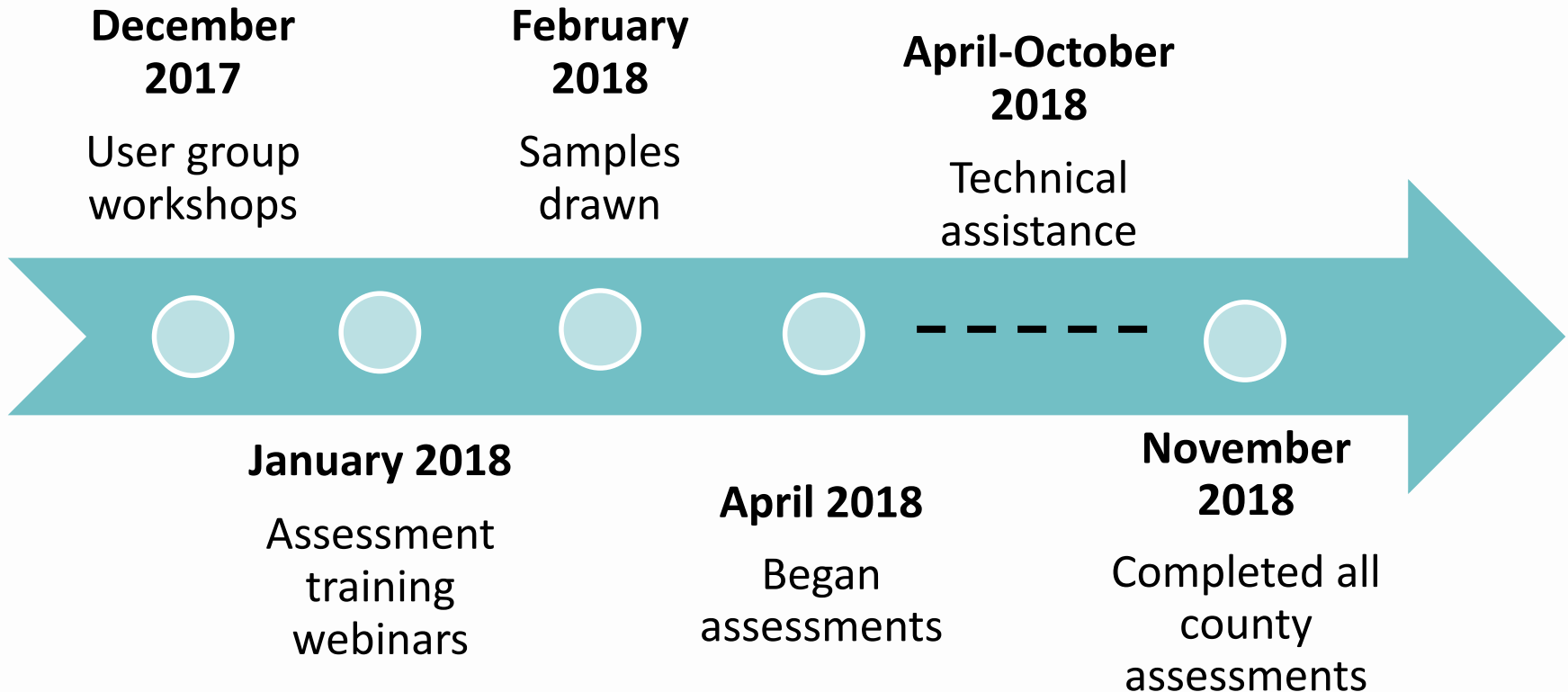
ASSESSING THE TOBACCO RETAIL ENVIRONMENT

History of Oregon Retail Assessments

- **2015:** County-level tobacco retail assessment
- **2016:** State-level assessment
 - Modeled after the Standardized Tobacco Assessment of Retail Settings (STARS)
 - Additional questions on alcohol and food environments



2018 Retail Assessment Timeline



2018 Assessment Snapshot

3,100

Tobacco retailers in Oregon
(not restricted to people under 18)

2,000

Retail assessments completed

36

Counties participated
*(both Tobacco and Alcohol Prevention
and Education Programs)*


2

Tribal partners participated

Assessment Tool

The 2018 assessment tool is based on a national, standardized tobacco retail assessment (STARS).

Oregon is one of the first states to include alcohol in a tobacco retail environment assessment.

HPCDP Tobacco and Alcohol Retail Assessment 

Retailer #: _____ Date of Visit: _____ Total minutes: _____ Name: _____

Physical Address: _____ City: _____ Zip: _____

1. Store name: _____ County: _____

2. Store Type: [Choose one]
 Convenience store/Mini Mart (e.g., 7-Eleven, Exxon, Food Pantry): with gas without gas
 Drug store/pharmacy (e.g., Walgreens, Rite Aid)
 Grocery store (e.g., small market/deli/produce market) or supermarket (e.g., Albertson's, Thriftway, Safeway, WinCo)
 Mass-merchandise (e.g., Walmart, Fred Meyers, Bi-mart) or discount store (e.g., Dollar General)
 Tobacco shop (e.g., Cigarettes Cheaper, cigar shops, e-cigarette shops, or other tobacco shops)
 Other (specify): _____ (e.g., donut shop, bait & tackle)

3. Are you able to survey the store? No, store is out of business [STOP]
 Tobacco sold here? Yes (CONTINUE to 4) No [STOP]
 No, was refused entry [STOP] No, under 21 restricted [STOP]

4. Which products are advertised OUTSIDE the store (on windows/doors, building, sidewalk or elsewhere)?

Cigarettes - non menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarettes - menthol	<input type="checkbox"/> Yes <input type="checkbox"/> No
Cigarillos/ little cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Large cigars	<input type="checkbox"/> Yes <input type="checkbox"/> No
Chew, moist or dry snuff, dip or snus	<input type="checkbox"/> Yes <input type="checkbox"/> No
E-cigarettes or other electronic "vaping" products	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcoholic beverages	<input type="checkbox"/> Yes <input type="checkbox"/> No
Alcohol and university cobranding	<input type="checkbox"/> Yes <input type="checkbox"/> No
Sugary drinks (soda, slushy, flavored milk, sports/energy drinks)	<input type="checkbox"/> Yes <input type="checkbox"/> No

5. Does the store have a pharmacy counter? Yes No

6. Sugary drinks (soda, slushy, flavored milk, sports/energy drinks) sold here? Yes No

7. WIC and/or SNAP (i.e., food stamps, EBT) accepted here? Yes No

Tobacco products	Cigarettes	Little cigars/ cigarillos	Chew, moist/dry, Snuff, dip, snus	E-cigarettes, inc. e-liquids	Paraphernalia (Optional)	Large Cigars (Optional)
8. Sold here?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
9. Flavored products? (menthol for cigarettes)	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
10. Product within 12 inches of toys, candy, gum, slushy/soda machines, or ice cream?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
11. Product ad within 3 feet of the floor <u>INSIDE</u> the store?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
12. Any price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
13. Any MENTHOL price promotions?	<input type="checkbox"/> Yes <input type="checkbox"/> No					
14. Advertised for less than \$1?		<input type="checkbox"/> Yes <input type="checkbox"/> No				

Last edited: 3/1/2018

What is a tobacco retailer?



Percentage of Retail Store Types

Store Type	Percentage
Mini Mart (including Gas)	63%
Market	10%
Grocery Store	10%
Drug Store	5%
Other	4%
Tobacco Shop	1%
Certified Smoke Shops	0.33%

Tobacco Assessment Results

Outdoor Ads

Nearly **50%** of tobacco retailers had outside advertising for at least one product



Product Availability



98%



90%



68%



91%

Price Promotions

63% of retailers offered a price discount for at least one tobacco product

57% of retailers advertised cigarillos for less than \$1



Flavored Products

93% of retailers sold fruit- and candy-flavored products

96% of cigarette retailers sold menthol products.

23% of retailers placed products within a foot of candy or toys



How are we and local grantees disseminating findings? How do the findings support grantee workplans?

SHARING RESULTS

Local Tobacco Prevention Policy Priorities

- Tobacco Retail Licensure
- Raising the Price of Tobacco Through Non-Tax Approaches
- Regulating Flavored Tobacco Products
- Proximity and Density
- Tobacco-Free Pharmacies

PUBLIC HEALTH DIVISION
Office of the State Public Health Director
Kate Brown, Governor

Oregon Health Authority
www.oregon.gov/OHA

2018 Oregon Tobacco and Alcohol Retail Assessment Report

Baker County

This summary provides state and county results from Oregon's 2018 Tobacco and Alcohol Retail Assessment (TARA) on key measures relating to youth exposure to product, placement, promotion and price of alcohol and tobacco products in the retail environment.

Outside advertising	County (%)	State (%)	Question wording
Cigarettes (Menthol/non-menthol)	18.2	43.6	Which products are advertised OUTSIDE the store (on windows/doors, building, sidewalk or elsewhere)?
Cigarillos/Little cigars	9.1	9.9	
Large cigars	9.1	2.0	
Smokeless tobacco such as chew, snuff, dip or snus	13.6	18.4	
E-cigarettes	13.6	19.3	
Any tobacco advertising	27.3	49.3	At least one or more products are advertised outside the store.
Alcoholic beverages	40.9	50.1	
Co-branding of alcohol and universities	4.6	8.3	
Sugary drinks	36.4	56.1	
Store characteristics	County (%)	State (%)	Question wording
Pharmacy counter	18.2	15.2	Does the store have a pharmacy counter?
WIC/SNAP benefits accepted	59.1	73.9	WIC and/or SNAP (i.e., food stamps, EBT) accepted here?

Created: March 2019

2018 Oregon Tobacco and Alcohol Retail Assessment

Communications Products

Reports

- County and Tribal Service Area Data Summaries
- Statewide Results
- County Retail Assessment Summaries

Earned Media

- Toolkit
 - Email announcement
 - Press release
 - Social media posts
 - Newsletter article
 - Talking points
 - PPT presentation
- Technical Assistance

Statewide Report

A photograph of a tobacco display in a store. The display features various brands of cigarettes, including Marlboro and Camel, arranged on shelves. A red banner at the top of the display reads "GET YOUR MOBILE COUPONS AT MAPLEBOND.COM". A price tag for "6.00 Tax Incl." is visible. A large blue overlay with a torn-edge effect is centered over the image, containing the title "ASSESSING OREGON'S RETAIL ENVIRONMENT" in bold white letters. Below the title, it says "SHINING LIGHT ON TOBACCO INDUSTRY TACTICS" in smaller white letters. At the bottom of the overlay, there is a paragraph of text and the "SMOKEFREE oregon" logo.

**ASSESSING
OREGON'S RETAIL
ENVIRONMENT**

SHINING LIGHT ON TOBACCO INDUSTRY TACTICS

If we thought the tobacco industry didn't advertise anymore, it's time to think again. This assessment shines light on how the industry spends over \$100 million to promote its products in Oregon stores and to hook the next generation.

**SMOKEFREE
oregon**

County Retail Assessment Summaries

JEFFERSON COUNTY TOBACCO RETAIL SNAPSHOT


COUNTY TOBACCO RETAIL ASSESSMENT OVERVIEW


Across Oregon, teams visited nearly 2,000 grocery stores, convenience stores, gas stations, pharmacies and other retailers. All retailers in this survey allowed youth to shop in their stores.


RETAIL FINDINGS ON TOBACCO MARKETING AND ADVERTISING IN JEFFERSON COUNTY


In Jefferson County, TPEP and partners surveyed 19 retailers out of 19.

 **5 in 9** advertised tobacco or e-cigarettes outside the store

 **100%** sold flavored products (menthol, candy, etc.)

 **6%** sold products within 12" of toys, candy, gum, slushy/soda or ice cream

 **1 in 9** offered price promotions/discounts

 **29%** who sold cigarillos or small cigars advertised them for less than \$1

If you're interested in learning more about tobacco use in your county, you can explore your county's fact sheet at: smokefreeoregon.com/what-you-can-do/

** For more information on data sources, please visit: <https://smokefreeoregon.com/resources/>

Tobacco and Alcohol Retail Assessment County Summary, 2019 | Jefferson County
Last updated: 5/30/2019

YOUTH TOBACCO USE¹



Among 11th graders in the Central Oregon region, e-cigarette use was higher than cigarette smoking in 2017.

Note: The Central Oregon region includes Crook, Deschutes and Jefferson Counties. Estimates are reported by region instead of county when one or more estimates from the county level represented too small a population to be reliable.

FIGHTING BACK AGAINST TOBACCO INDUSTRY MARKETING AND ADVERTISING

- Tobacco Retail Licensure** - Having a system that tracks tobacco retailers and enforces laws that keep kids from buying tobacco is critical to reducing tobacco use. Effective retail licensure has meaningful fees and penalties—and leaves an option for additional local policies.
- Raising the Price of Tobacco Products** - Raising the price of tobacco is the most effective way to reduce tobacco consumption. Approaches include prohibiting discounts, multipack offers and coupons that keep tobacco cheap.
- Regulating Flavored Tobacco Products** - Flavored tobacco is attractive to kids and masks the harsh taste and feel of tobacco products. Policies that restrict flavors would make tobacco products less appealing to youth.
- Proximity and Density Policies** - Zoning restrictions can cap the number of retailers in an area, require a minimum distance between retailers or prohibit retail locations near schools or other areas youth frequent.
- Tobacco-Free Pharmacies** - Prohibit the sale of tobacco products in pharmacies, where people go for medicine, flu shots and health care advice.

PUBLIC HEALTH DIVISION
Tobacco Prevention and Education Program



Earned Media Toolkit

2018 Tobacco and Alcohol Retail Assessment

In 2018, HPCDP supported local health department staff, nonprofits, tribes and volunteers to conduct assessments of nearly 2,000 tobacco retailers, including grocery stores, convenience stores, gas stations and pharmacies. The assessment looked at tobacco product availability and marketing, similar to earlier assessments in 2013-2015 and 2016.

To read the statewide report and to learn more about results in your county, visit SmokefreeOregon.com.

Media Toolkit

The tobacco media toolkit provides customizable resources, content and ideas to help TPEP staff and local communities announce the eye-opening findings from the assessment, tell the story about the tobacco industry's marketing tactics and motivate policy action to reduce the use of tobacco products.

The toolkit includes:

- Tobacco Media Toolkit Overview.docx
- Email Announcement Template.docx
- Newsletter Template.docx
- PowerPoint Presentation Template.pptx
- Press Release Template.docx
- Sample Social Posts.docx
- Sample Talking Points.docx

Webinar Series

Learn more about the assessment process and findings by viewing the webinar series below:

Retail Environment Assessment: Tobacco Results

- Webinar Recording
- Presentation Slides.pdf

Retail Environment Assessment: Media Toolkit

- Webinar Recording
- Presentation Slides.pdf

Retail Environment Assessment: Alcohol Results

- Webinar Recording
- Presentation Slides.pdf

Sample post 1:
Local health department staff and volunteers visited nearly 2,000 Oregon tobacco retailers to see how Big Tobacco markets to people—including kids. Bottom line: The industry is aggressively pushing its deadly products. Learn more in this new report from @SFO.

80-character version: Find out how Big Tobacco markets to Oregon adults and kids. Learn more @SFO

Potential image 1:

EMAIL ANNOUNCEMENT

The email announcement below is intended to be used by TPEP Coordinators to announce the eye-opening findings from the assessment and the release of the statewide report to local elected officials, other health professionals and their local communities.

Subject Line: New OHA Report: Shining Light on the Tobacco Industry's Tactics in Oregon

Dear XXX (note: the email and ask below should be customized depending on the email recipient)

The tobacco industry spends over \$100 million each year in Oregon, putting its products front and center, where people — including kids — will see them every day.

In 2018, Oregon Health Authority (OHA) set out to assess what tobacco retail marketing and advertising look like and to identify the tactics the tobacco industry uses to push its deadly products across our state. OHA trained and supported local health department staff and volunteers in every county to assess nearly 2,000 gas stations, grocery stores, convenience stores and pharmacies that sold tobacco and alcohol.

The findings shed light on how the tobacco industry targets and markets its products to children and the ways the industry targets and markets its products to children and people living with chronic diseases. The findings shed light on how the tobacco industry targets and markets its products to children and people living with chronic diseases.

Report here as

2018 Tobacco and Alcohol Retail Assessment

Shining a Light on Tobacco Industry Tactics in Oregon

(insert name of presenter)

(insert date + other relevant information)

(insert local photo, if available)

Initial Earned Media Coverage

HOLY SMOKES: Assessing Oregon's tobacco retail environment, statewide and locally

Julia Thompson Jul 19, 2019



f t i s e

Deschutes County may license tobacco retailers

Study: Oregon tobacco retailers try to lure youth

By: KTVZ.COM news sources

Posted: Jul 10, 2019 10:38 AM PDT

Updated: Jul 11, 2019 09:58 AM PDT



Deschutes County

Metro Area

07-23-2019 4:07 pm • PDX Weather • SEA weather

Portland and Seattle
Free Subscription to Breaking News

HOME NEWS OPINION ENTERTAINMENT CLASSIFIED ABOUT US COMMUNITY FOUND

Tobacco in Oregon: Cheap, Sweet, Plentiful and Sold at Kids' Eye Level

By The Skanner News
Published: 11 July 2019

Columbia County

Questions and Discussion

